

**IN THE CLAIMS:**

Please cancel Claims 1-20, without prejudice, and please add new Claims 21-40 as provided in the following Listing of Claims:

**Listing of Claims:**

Claims 1-20. (Canceled)

Claim 21. (New) An apparatus for effectuating an affiliated marketing relationship, comprising:

a database, wherein the database stores information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, offered by at least one content provider, and information for establishing an affiliated marketing relationship with the at least one content provider;

a receiver, wherein the receiver receives a query regarding an available at least one of an advertisement space, an advertisement rate, a commission, a referral fee,

and a term or condition of an advertisement offering, offered by at least one content provider, wherein the query is transmitted from a communication device or computer associated with a merchant;

a processing device, wherein the processing device processes the query and generates a message in response to the query, wherein the message includes information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, offered by at least one content provider; and

a transmitter, wherein the transmitter transmits the message to the communication device or computer associated with the merchant in response to the query.

Claim 22. (New) The apparatus of Claim 21, wherein the processing device processes information regarding a purchase by the merchant of advertisement space or advertisement services of the at least one content provider and an establishment of an affiliated marketing relationship between the merchant and the at least one content provider.

Claim 23. (New) The apparatus of Claim 21, wherein the processing device processes information regarding a bid by the merchant for an advertisement space or advertisement services offered by the at least one content provider.

Claim 24. (New) The apparatus of Claim 21, wherein the processing device processes information regarding an auctioning of an advertisement space or advertisement services offered by the at least one content provider.

Claim 25. (New) The apparatus of Claim 22, wherein the database further comprises advertisement information associated with the merchant, and further wherein the transmitter transmits the advertisement information associated with the merchant to a computer associated with the at least one content provider.

Claim 26. (New) The apparatus of Claim 22, wherein the processing device calculates a commission or a referral fee due to a content provider under the affiliated marketing relationship.

Claim 27. (New) The apparatus of Claim 21, wherein the message includes information regarding at least one a past success rate of an advertisement and a success rate of the at least one content provider.

Claim 28. (New) The apparatus of Claim 22, wherein the processing device processes at least one of information regarding an individual consumer's activities, and web sites or links visited, utilized or navigated, by the individual consumer in being brought into contact with a computer associated with the merchant.

Claim 29. (New) The apparatus of Claim 22, wherein the apparatus administers a financial account for at least one of the merchant and the at least one content provider.

Claim 30. (New) The apparatus of Claim 22, wherein the processing device at least one of processes a financial transaction for at least one of the merchant and the at least one content provider, effectuates a payment from the merchant to the at least one content provider, and receives a payment for the at least content provider.

Claim 31. (New) The apparatus of Claim 21, wherein the query is transmitted to the receiver on or over the Internet or the World Wide Web.

Claim 32. (New) The apparatus of Claim 21, wherein the message is transmitted to the communication device or computer associated with the merchant on or over the Internet or the World Wide Web.

Claim 33. (New) The apparatus of Claim 22, wherein the transmitter transmits a transaction notification report containing information regarding an occurrence of a transaction pursuant to the affiliated marketing relationship and at least one of a commission and a referral fee due to the at least one content provider, wherein the transaction notification report is received by a communication device or computer associated with the at least one content provider.

Claim 34. (New) The apparatus of Claim 33, wherein the transaction notification report includes at least one of a payment identifier, a credit card number, a charge card number, a debit card number, financial account identification information, and wire transfer information, for effecting

payment of the at least one of a commission and a referral fee to the content provider.

Claim 35. (New) A computer-implemented method for effectuating an affiliated marketing relationship, comprising:

storing information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, offered by at least one content provider, and information for establishing an affiliated marketing relationship with the at least one content provider;

receiving a query regarding an available at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, offered by at least one content provider, wherein the query is transmitted from a communication device or computer associated with a merchant;

processing the query with a processing device;

generating a message in response to the query

with the processing device, wherein the message includes information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, offered by at least one content provider; and

transmitting the message to the communication device or computer associated with the merchant.

Claim 36. (New) The computer-implemented method of Claim 35, further comprising:

processing information regarding a purchase by the merchant of advertisement space or advertisement services offered by the at least one content provider; and

establishing an affiliated marketing relationship between the merchant and the at least one content provider.

Claim 37. (New) The computer-implemented method of Claim 35, further comprising:

processing information regarding a bid by the

merchant for an advertisement space or advertisement services offered by the at least one content provider.

Claim 38. (New) The computer-implemented method of Claim 35, further comprising:

processing information regarding an auctioning of an advertisement space or advertisement services offered by the at least one content provider.

Claim 39. (New) The computer-implemented method of Claim 36, further comprising:

calculating a commission or a referral fee due to a content provider under the affiliated marketing relationship.

Claim 40. (New) The computer-implemented method of Claim 36, further comprising:

at least one of processing a financial transaction for at least one of the merchant and the at least one content provider, effectuating a payment from the merchant to the at least one content provider, and receiving a payment for the at least content provider.